

Subject: RE: Hello! BEAUTIFY & MAKE SELMA SAFE AGAIN!
From: Rich Sarian <Rich@hollywoodbid.org>
Date: 07/23/2018 11:48 AM
To: Devin Strecker <Devin@hollywoodbid.org>

You got it!

From: Devin Strecker
Sent: Monday, July 23, 2018 11:33 AM
To: Rich Sarian <Rich@hollywoodbid.org>
Subject: FW: Hello! BEAUTIFY & MAKE SELMA SAFE AGAIN!

Read through this if you get a chance...

From: Amy Ramskill <amy.ramskill@properresidence.com>
Sent: Monday, July 23, 2018 11:15 AM
To: Devin Strecker <Devin@hollywoodbid.org>
Subject: RE: Hello! BEAUTIFY & MAKE SELMA SAFE AGAIN!

Devin,

Are you free this afternoon? We are VERY excited to get some input on this project & support Gay for Good with their service intentions & BETTER the WALK for all neighbors alike. We are willing to do a Fundraiser for the cause...

Here's the original pitch & the feedback from our residents:

Thanks for meeting this morning to discuss the "Sidewalking" project idea to help improve the neighborhood around Hollywood Proper - El Centro / Selma. Check out the attached PPT - I have added "Goals/Objectives", visuals, and more information based on our conversation.

*For the **Landscaping/Painting projects**, Gay For Good would provide 40-60 volunteers to do the work. We would need the support of community / corporate partners (Mission, EnrichLA, Proper, Viacom, BID, etc.) to cover the costs associated with necessary materials (e.g. - Trees, Plants, Gravel, Paint, etc.). We would need your help to commission the city to remove the Ficus Trees and fix the dangerous/broken sidewalk.*

*For the **Street Art projects** we discussed, I added a rough visuals for the Love Wall (or Maybe Broken Heart Wall, it is Hollywood), and the Fender / Palladium idea with the Guitar Stencils. I also put in a cool idea I had that plays off the Angel Wings, but instead uses "Director Slates" arranged as wings - could be a cool idea for Viacom to sponsor. As discussed it would be great to work with local artists, Emerson/LA Film School, Fender, Viacom, etc.*

Here are some items that our residents are asking for & they have done ALL the outreach. I have (2) residents with disabilities who are willing to discuss or write letters to the city regarding the ficus trees/ sidewalks. One is blind & one is wheel-chair bound.

"Couple things we discussed - permitting on the Planting / Landscaping of the sidewalk/easements.

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He said if we plan "drought tolerant" plants, we don't need any special permits from the city. Just need to maintain them long enough for them to establish themselves.

In regard to the "Fichus Trees" and the Broken Sidewalks. He told me if we can make a case about (1) the safety concerns, and have a letter from people(s) with regard to ADA Compliance they will likely remove/repair the broken sidewalks; and (2) discuss the cave effect and how it is attracting homeless smoking meth or other drugs; they will likely trim or remove the trees. The Tree Trimming and Removal fall under the "Urban Forestry Department of the LA City". For the Trees, he asked to take photos and send to Dan (see his contact below)

Do you want me to reach out to Dan Halden? He can be contacted at: daniel.halden@lacity.org. Dan's office is over in Echo Park, but he also takes meetings at the city office on Wilcox and Fountain.

Sylvan also let me know that they can provide city help with the project if we provide his team with the dates of the project. The LA Beautification Team has a truck that has tools, and trained staff to help with the landscaping portion of the project."

I've reached out to Mission, our landscape partner to donate the planting materials.
Would you be able to help with the city / the trees...
I'm reaching out to the Palladium Team as well...

Amy Ramskill
General Manager
Hollywood Proper Residences



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From: Devin Strecker [<mailto:Devin@hollywoodbid.org>]
Sent: Friday, July 20, 2018 5:28 PM
To: Amy Ramskill <amy.ramskill@properresidence.com>
Cc: Jessica Schnyder <jessica.schnyder@properresidence.com>
Subject: RE: Hello!

Hi Amy! So sorry I'm just now getting to this and see I missed the offer of meeting this morning! I am open

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Monday or Tuesday morning if you are – just let me know!
Devin

From: Amy Ramskill <amy.ramskill@properresidence.com>
Sent: Thursday, July 19, 2018 2:47 PM
To: Devin Strecker <Devin@hollywoodbid.org>
Cc: Jessica Schnyder <jessica.schnyder@properresidence.com>
Subject: Re: Hello!

Thanks Jess!

Devon we met while back and this is happening now - WOW!

Congrats on the merger - Truly will be stronger together.

We are working on a Selma Beatification Project and literally have a steering committee in the building who, are ready to kick this into gear - Gay For Good LA is prepared to support and need engagement from the BIDS, Chamber & anyone who will support - I'm going to send you the deck and let's meet tomorrow if we can! Morning? Coffee? Rubies & Diamonds - my treat?!?

Thank you!

Amy Ramskill
General Manager
Hollywood Proper Residences

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On Jul 19, 2018, at 12:22 PM, Devin Strecker <Devin@hollywoodbid.org> wrote:

Thanks Jessica! I'd love to chat more with Amy. We have a big board meeting coming up today (the first meeting of the newly combined boards of the Hollywood Entertainment District and soon-to-be former Sunset & Vine District as they merge Jan. 1) but I am free tomorrow, Monday, and Tuesday.

From: Jessica Schnyder <jessica.schnyder@properresidence.com>

Sent: Thursday, July 19, 2018 11:16 AM

To: Devin Strecker <Devin@hollywoodbid.org>

Cc: Amy Ramskill <amy.ramskill@properresidence.com>

Subject: Hello!

Hey Devin,

How are you? I wanted to email intro you do Amy Ramskill, our GM here at Hollywood Proper. I'm sure you two have met before, but she wanted to touch base with you about a project.

I'll let you two take it from here!

Jessica Schnyder

Senior Sales Manager

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